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Book W52

Parcel Post Profit

—FROM—

Farm Produce

Useful Information
For the
Farmer, Dairyman and Poultry Raiser
in Marketing His
Farm Products by Parcel Post

C O N T E N T S

How to Secure Customers
Letters—Suggested Forms
About Boxes or Containers
How to Pack Safely
How to Insure Packages
What May Be Sent
How to Collect Accounts
Permissible Enclosures
Rates of Postage
Complete Shipping Instructions
U. S. Parcel Post Regulations
List of Makers of Containers
Points of Interest to Farmers

NOV. 1925

PRICE FIFTY CENTS—Postpaid

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Book

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West, Hamilton Jr.

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FOREWORD

This Booklet is intended to convey information essential to prospective shippers of farm products by means of the parcel post, and should be very carefully read before shipments are undertaken.

The producers of farm products now have unlimited possibilities for the expansion of their business. At the post offices where this plan has been encouraged and promoted, it is a pronounced success, and every inducement is offered to the farmer and fruit grower, the dairyman and poultry raiser, to interest him in the parcel post as a means to marketing his products. Charges have been materially reduced, and the weight limit considerably increased upon matter intended for delivery within the first two zones, a radius of 150 miles.

It has been found that the greatest obstacle in extending the producer-to-consumer plan is the misunderstanding on the part of the country people about the price city folks can or will pay.

The chief object of the plan is to reduce the high cost of living to which people in large centers of population are subjected; and the only incentive to cause the consumer to divert his trade from the local dealer to the country producer is the fact that he can thereby secure the article fresher and cheaper. Fundamentally, these are the only reasons to induce the consumer to undertake the trouble and uncertainty of securing farm produce by parcel post. Of course the producer is entitled to receive fair profits above those yielded by prices previously received, but he must divide the advantages of the parcel post with his customers.

Producers are cautioned to pay particular attention to packing, and carefully read the regulations governing the manner in which articles should be put up for shipment, as set forth elsewhere in this booklet.

All inquiries and correspondence should be promptly answered and all orders filled without unnecessary delay. If unable to fill orders on account of supply being exhausted, correspondents should be promptly notified to that effect, and advised how soon the order can be filled.

Farmers and producers who desire to ship in considerable quantities can, by proper organization, join in ordering large quantities of supplies, such as mailing cases, wrapping paper and twine, and in that manner secure to themselves the lowest prices, and reduce proportionately the cost of doing business.

Producers will find it to their advantage to impress upon their customers the fact that the larger the quantity sent in one parcel (not to exceed 50 pounds limit within first and second zones), the cheaper will be the postage rate.

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PARCEL POST PROFITS FROM FARM PRODUCE

HOW TO SECURE CUSTOMERS

It is quite possible you are now selling some of your produce to people living in a nearby city, to whom you deliver the articles when you go to town. These persons can do much for you by speaking kindly of you to their neighbors and friends, and no doubt will permit the use of their names by you as reference.

There are still other ways to secure patrons, and especially for those who wish to do something worth while, and are looking toward establishing a permanent business. You do not need to cover much territory in order to market your produce. One or two cities within a radius of 25 to 50 miles of your home, or much nearer, say, 10 to 20 miles, will provide the market. To such we suggest three ways, namely:

NEWSPAPER ADVERTISING—TELEPHONE— LETTERS AND POST-CARDS

NEWSPAPER ADVERTISING

Good results may be secured by inserting a small advertisement in a daily paper published in the locality where you purpose soliciting your trade. Here is a short one as a suggestion:

FARM TO TABLE

Dear Sir:

I am prepared to make prompt shipments of butter, eggs, fowls, (or other articles) by Parcel Post. Everything fresh and clean. I guarantee prompt delivery and entire satisfaction. My prices are right. Write or call me by phone.

Name

Address

Telephone

This card will cost but little, and should run continuously for several issues; good results are seldom secured by placing an advertisement once in a while.

When replies come in, bear in mind that one of the first elements of success in any business is promptness. Answer your letters the day received if possible. Meet your prospective customers more than half way, remembering you are strangers to each other. Get them to buying of you, then keep them by square dealing.

Business
pointers.

Letter paper.

In your correspondence it is desirable to use a printed letterhead with your name, postoffice address, and your business. Also an envelope with a return card in the left-hand upper corner. Something like the following will do for the letterhead:

Form for letter head.

JOHN A. BARTHOLOMEW
Farm Produce by Parcel Post
Satisfaction Guaranteed

Elgin, Ill.....19..

Return address on envelope.

For the envelope corner, use the same heading with the words, "Return in 5 days to" in a line above, and your postoffice in a line below. The printer will know how this is to be done and will show you samples of work done for others.

Attractive letter heads.

Of course plain sheets of paper and plain envelopes can be used, but a printed letter head commands attention, and assures the prospective customer that you are in business to stay, and will help establish confidence in your statements. Better still, and more attractive, would be a letter head with a photo-engraving of your dairy, some portions of your farm, some milch cows or a flock of chickens. The expense will be considerable more than a simple letter head, but the effect of such a display is well worth the outlay of a little more money at the beginning if you are in the business to stay. The advantage of a favorable impression at the start cannot be over-estimated.

How to write.

We would suggest that in all your correspondence you endeavor to write simply and just as you would talk face to face. Don't be afraid to use the personal pronoun "I" in the place of the plural "we" so often used. Treat the man or woman to whom you are writing as a friend. Don't write this way,

Dear Sir:

Yours at hand. Our price for eggs is .. cents,
and for chickens is .. cents. Hope to hear from you.

Yours Truly,

but write more like this,

Letter forms.

Dear Friend:

I was glad to get your letter today, for I think I have just what you want. I am getting .. cents for eggs laid today, and .. cents for young chickens, as fine ones as you ever ate. I would like your order, and will do my best to please you, so hope to hear from you very soon.

Yours Truly,

Now doesn't this sound better to you? Just put yourself in his place and see if it doesn't. It's the personal element and good fellowship in it that assures him of your interest in filling your order, and nine times out of ten you will get it.

If you can't write letters that seem to take so much of your time, let the boy or girl do it, or the older daughter. It will do them good, and perhaps be the means of arousing in them the first impulses for acquiring a helpful knowledge of the farming business.

Family may help.

Very often women make the greater success of selling farm produce to the consumer. Trust them for details, the packing, etc. They certainly know how and are painstaking.

USE OF THE TELEPHONE

The telephone is one of the best mediums for securing customers for the sale of farm produce. In the telephone book you have names, addresses and phone numbers of hundreds of prospective customers right at hand, no letters to write, no postage, no waiting. At once you get into personal touch with women who are waiting to give you a trial order, and when you get that, it is up to you to give them satisfaction, and that means their money's worth, and more too. Remember, a pleased customer is a permanent customer.

Telephone advantages.

The postmaster in the town or city whose telephone book you have, will cheerfully tell you the principal streets on which the well-to-do people live; those who are most liable to want the best they can buy, and are willing to pay the price. It is an easy matter to secure a list of persons; probably 200 customers would be enough for a starter. Use large sheets of paper with plenty of room for remarks; have a pencil handy when you call up and make a list of names with addresses of all those who seem interested as well as those who give you orders at once. Jot down some of the remarks they make, these may be of help to you in future talks with them. Before you are through secure the name of the person with whom you are talking, and put it down, so when you wish to call that number on the phone again, you can call for the same person, and save yourself time and needless explanations. Remember, too, that you are a stranger, and first of all introduce yourself by giving your name, telling them where you live, and then state your business.

How to make your list of names.

If possible, have in mind some of the questions they are liable to ask you, so that your replies may be concise,

About quality and prices.

and easily understood. Assure them of the high quality of your produce and that you can make prompt delivery. Make the prices reasonable, sacrifice if need be to get your first order; in this way make a bid for their trade. Do not forget, if they seem uncertain what to say, that they are buying as boys sometimes trade "sight-unseen." Every housewife appreciates an article fresh from the country, and will be willing, no doubt, to meet you half way.

LETTERS AND POSTAL CARDS

Form letters.

To the man who wishes to enlarge his business of marketing his produce by parcel post, no better way is open to him than by using the form letter so much in use at the present time. This is where the printed letter head will be available. Use the regular letter size 8 1-2 by 11. These form letters may be gotten up in imitation of typewriting, and multigraphed at a small expense, and mailed unsealed for one cent, provided they are mailed at the postoffice or other depository designated by the postmaster in a minimum number of twenty identical letters. The letter might read as follows:

Dear Sir:

Form of letter
soliciting busi-
ness.

Selling eggs direct from my farm to the consumer has been my hobby for many months. Eggs shipped the same day as laid, clean, wholesome and appetizing, put up carefully in safe containers, they reach you without a break the day after they are laid.

You cannot realize the fine flavor, the health-giving and strengthening qualities of the egg until you get the real, truly fresh eggs, such as mine always are.

My eggs are wrapped in air-tight wrappers as soon as laid, excluding the air and preventing contamination, and mailed the day they are laid.

If this appeals to you, reply to this letter promptly, and the postman will deliver your order the day after it is received by me, and at a price no more than your grocer asks for so-called fresh eggs.

Try a dozen or more for a starter, and I'll wager you will give me a standing order for your weekly supply.

I also have for sale fine young chickens, and all kinds of vegetables which I can deliver on short notice. I shall be glad to hear from you, and will do my best to please you.

Yours very truly,

It is sometimes advisable to send a "Follow up" after such letters, for people do not always act at once. The "Follow up" acts as a reminder, and often clinches the order. We should say send it along about ten days or two weeks after mailing your first letter. A postal card, printed or neatly written, something like the following would do:

Advantages of the "Follow Up."

Dear Sir:

I am supplying a number of customers with fresh butter and eggs (and such other articles you may choose to mention) by parcel post. The quality is the **best**, and the prices **right**. Satisfaction guaranteed. Try the "Farm to Table" way of getting your food supplies, and you'll not regret it. Write or telephone.

Copy for postal card.

Yours very truly,

Name
Address
Telephone

Mail these letters or postal cards to parties whose names you find in papers, directories, telephone books, members of lodges, etc. Ask some friends in the city to give you a few names of their friends, ask the same of the customers you now have, and all the time your list will be growing. If you fail to have the proper street address, the post office will supply it and deliver your mail. Send the cards to those you may have called on the telephone weeks ago, and who gave you no encouragement at that time; also send them once in a while to your regular customers. In this way keep in touch with all these people. The postal card serves as a reminder, and furnishes them with your name and address which possibly they may have forgotten or mislaid.

Who to mail them to.

To stock growers, nursery-men or poultry raisers, who wish to do a business outside of a limited territory, names of people in all occupations can be obtained from firms in the cities who make a business of compiling such names. These are made up in typewritten lists, easy to read and dependable, and cost about 25 cents per hundred names.

Where to secure list of names.

INSURANCE

If you want to send packages of considerable value and wish to insure them against loss or damage, you will notice in the Postal Regulations, further on in this booklet, that the government has provided for your doing so up to the value of \$50.

Government insurance.

There are, however, certain Insurance companies who will insure packages for considerable less cost to the sender. They issue books of coupons which insure parcel post packages against loss from any cause, from time of mailing until delivery at any place in the United States, and indeed to some places outside.

Cost of mercantile insurance.

One 2 1-2 cent coupon insures up to \$10; 5 cents in coupons insures up to \$25; 10 cents in coupons insures up to \$50, and so on. The same coupon may be used to insure letter mail, books sent in third class rates, and to obtain additional protection on registered first class mail.

Simplicity of mercantile insurance.

These coupons are issued in denominations of 2 1-2 cents and 5 cents, the books of coupons selling for \$5 and up to \$25. The only thing necessary to make the insurance effective is to insert a coupon, according to its value, in the package and mail at the cheapest rate allowable. With this system of insurance it is not necessary to go to the postoffice to insure a package, hence a saving of time and trouble.

BOXES OR CONTAINERS

Specially designed.

Boxes or containers can be obtained specially designed to enable the farmer and fruit grower, the dairyman and the poultryman to take full advantage of the benefits now offered by the enlarged parcel post facilities. These boxes are light in weight, firm under service, and most convenient for packing a single article or a number of different kinds, and transporting them safely to the city customer, or on a long journey.

Box material.

We consider it vital to any man to have at hand the means to do his business right, and he will find these boxes specially adapted to the service required of them. The material is tough, resilient and strong, and yet as one manufacturer says, "five square feet of it weigh less than a pound." The boxes, therefore, are a great saver of postage.

How shipped.

All boxes of this kind are shipped knocked down, or flat. They are easily set up by the inexperienced, and all many of them need for the parcel post delivery is a strong cord, and even this is furnished by the box maker upon request. Specially constructed containers are made for transporting eggs. (A list of manufacturers of these containers is given further along in this booklet).

EGGS

Construction of egg boxes.

Boxes are so constructed as to afford the greatest possible protection to eggs in transit. Some of these are made with double thickness of wall throughout, and with

cellular construction which cushions the eggs, providing a perfect protection against excessive heat or cold. Another carrier is so constructed as to hold eggs suspended, after being suitably wrapped in light paper which retards evaporation and prevents contamination, thus preserving their freshness.

Still another maker constructs a box with V-shaped fillers which hold eggs in suspension and protect them from breakage, made of light material, and yet retaining great strength. The eggs do not come in contact with the outside of the box, having a cushion on all sides; and being wrapped in tissue paper, there is no jar, thus insuring safe transportation.

Eggs fully protected.

There are many other kinds that have their special advantages. One manufacturer claims his boxes may be dropped twenty feet and not break an egg. Boxes are made for shipping hatching eggs, as well as those for household use, and are made in various sizes.

Eggs have been sent thousands of miles in these containers, and reached their destination in perfect condition.

Shipped long distances.

The Poultry Herald of September, 1913, tells of a shipment by a breeder of Barred and Buff Rocks, who shipped a consignment of eggs to Russia, and although five weeks on the way, not one egg was broken.

Another feature of the egg containers is that they can be used repeatedly and still be in good condition. A customer receiving regular shipments can return several retainers in a bunch, as they fold flat when not in use.

Retainers used repeatedly.

COLLECTION OF ACCOUNTS.

"How am I to collect from these customers whom I have never seen?" is a pertinent question, but one, we think you need have no anxiety over. The experience of others is a fair guide for you, and has shown there is little or no loss because of non-payment.

The majority of people are honest, especially so those from whom you solicit orders over the telephone, and why not give other customers the benefit of the doubt? One shipper writes that he has sent several hundred packages to customers whom he had never heard from until the orders came, and never lost a cent.

Most people honest.

You will find some parties who will not want to be bothered with small payments. Such people you must humor, and arrange a way of collecting once a month, or when their account reaches a given amount. These you will often find to be your best customers, the ones to stay by you because they like your produce and the way you do business, and will prove to be good advertisers for you.

Monthly payments.

Mail your bill
with the pack-
age.

Coin retainers.

Form of ac-
knowledge-
ment.

Eggs and
fowls.

Importance of
good records.

Copy the let-
ters you write.

The postal regulations permit you to enclose an invoice in the package. No other writing is permissible. It might be a good idea to provide yourself with self-addressed envelopes, that is, with your name and address printed on them, also coin retainers which cost but a trifle, and enclose these in the package. The hint is obvious without any explanation. In some cases where orders come through the mail, you might write or have printed on a postal card an acknowledgment, like the following:

Dear Sir:

I am glad to get your order, and thank you for it. It goes out with this mail, and with the package you will find a bill and coin receiver, in which put the amount due and mail in the self-addressed envelope. Hoping to receive your future orders, I am

Yours very truly,

PACKING

Great care should be taken in packing your produce for shipment. Decide early on the kind of container you are going to use, then follow carefully the instructions given by the makers of the package boxes. Eggs, for instance, should be clean, well assorted, and wrapped separately in thin tough paper. Wrap fowls carefully and daintily, so that the first impressions will call forth an exclamation of delight. Many times new customers have been secured through the praise and recommendations of a pleased customer. It pays to do a thing well, and it opens up a direct market for other things you have for sale. Soiled packages and broken containers will do much to injure your business. Deliver everything in first class shape, and the good reputation gained will stand you in well for the future.

RECORDS

A record of each customer should be kept, whether a cash sale or otherwise. Note the article ordered, the date sent, how sent, and the weight and cost of transportation, and the amount of the bill, etc. Often such records come in handy when a person writes that they want "the same as they had before," or the same as you sent some friend of theirs.

In answering letters, it is a good plan to have a sheet of carbon paper handy, and make a duplicate copy on back of the letter you have received. This is a little thing to do, but may often save you much time and trouble.

WHAT MAY BE SENT.

Outside of things that may be harmful there seems to be no limit to what may be sent by parcel post, so long as the postal regulations regarding size of the package are complied with. Fresh meats of all kinds, dressed poultry, dressed squabs, butter, eggs, fruit, garden truck, mince meat, apples, berries, celery, cottage cheese, queen bees, nursery stock, grain, seeds of fruit, hams, preserves, honey, pickles, cabbage, tomato plants, etc., etc.

In one case a live turtle was sent enclosed in a box. In another, three Barred Plymouth Rock hens, which were watered, fed and delivered to the owner, went through the St. Louis (Mo.) postoffice.

The San Bernadino (Cal.) Index of Dec. 25, 1914, said: "Among the diversified shipments during the Christmas holidays was an unusual 'parcel' that arrived this morning at the postoffice. A suckling pig was sent from a ranch in San Joaquin Valley to a local family, and was stuffed and ready for the oven. The pig weighed between 30 and 40 pounds."

Meats, fruits,
dairy products,
garden truck,
etc.

Live turtle.

Stuffed pig for
Christmas dinner.

MANUFACTURERS OF CONTAINERS.

The following list of manufacturers of boxes or containers is appended for the convenience of producers who wish to avail themselves of the privilege of investigating these package boxes. There are many others whose names we do not have at our command. Some of these listed below have displayed their lines in the parcel post exhibit held under the auspices of the Postoffice Department at the different county fairs; others have submitted samples to the postoffice authorities to assure them of their availability for transportation in the mails. These names are submitted merely as guide to shippers. The responsibility of selecting a suitable container is left entirely with the individual shipper, who should read over carefully the postal regulations governing wrapping and packing found on page 23. After proper selection of container has been made, suitable for his purpose, if any doubt as to its fitness remains, it may be submitted to the local postmaster for his approval. After all, the chief features are strength and durability.

A postal card of inquiry addressed to any of these firms will bring you their advertising and descriptive matter without any obligation on your part.

Tywacana Mfg. Co., Box 52, Farmington, L. I., N. Y.

Sefton Mfg Co., 1341 W. 35th St., Chicago, Ill.

Hammock Egg Carrier Co., 620 Ellicott Square, Buffalo, N. Y.

R. P. Andrews Paper Co., 727-731 13th St., Washington, D. C.

Hinde & Dauch Paper Co., Sandusky, Ohio.

U. S. Corrugated Fibre Box Co., Indianapolis, Ind.
H. B. Elliott & Sons, Harbor Springs, Mich.
Milwaukee Bag Co., Milwaukee, Wis.
Missouri Combination Case Co., 10 W. Missouri Ave., Kansas City, Mo.
The Harley Folding Box Co., Detroit, Mich.
Cummer Manufacturing Co., Cadillac, Mich.
M. C. Mead Mfg. Co., 131 N. Wabash Ave., Chicago, Ill.
Eureka Eggmailer Co., 22 West Monroe St., Chicago, Ill.
J. C. Bulis & Co., 1138 S 12th St., St. Louis, Mo.
Ripley Mfg. Co., Grafton, Ill.
American Can Co., Monroe Building, Chicago, Ill.
C. J. Lawrence & Bro., 1132-1134 Wabash Ave., Chicago, Ill.

POINTS OF INTEREST TO FARMERS.

Do You Know the domestic parcel post offers a more convenient, quick and efficient means of transporting mailable parcels to any postoffice in the United States or its possessions?

Do You Know that the parcel post offers a steady market for any surplus stock you may have on hand from time to time, and that there are thousands of people awaiting an opportunity to purchase your produce?

Do You Know that the way to retain these customers is to maintain the high quality of your products at a reasonable price at all times and that customers once using them will call for more?

Do You Know that the parcel post reaches more places than any other transportation agency?

Do You Know that the parcel post is the best medium to bring consumer and producer into closer contact, thus opening the way to reduce the high cost of living?

Do You Know that special treatment and advantages are accorded to shipments of farm products weighing twenty and fifty pounds, and that low postage rates, based on the service rendered, are provided?

Do You Know that the benefits obtained by using the parcel post will be of mutual advantage to both consumer and producer, benefits which would otherwise go to the middleman?

Do You Know that it takes a retail merchant several years to build up an established and profitable retail trade? So do not despair when results are not instantaneous, but persist and push the cause along to the benefit of all, and when results are once established, the good-will of your customers thus obtained will be a most valuable element in your business.

Rural Carrier Service.

A rural carrier will accept any mailable matter which may be tendered him by any person for delivery or despatch provided the postage is fully prepaid or money equal to the postage required is furnished. When matter is tendered to a rural carrier for mailing, the weight of which or the rate of postage thereon he is unable to ascertain, he shall receive from the sender an amount sufficient to insure full payment of postage, returning to the sender on the next trip any excess amount collected.

When in doubt
about amount
of postage.

Directions for Preparing and Shipping Perishable Goods by Parcel Post.

(Complete regulations by the Postoffice Department will follow later in these pages).

Wrapping and Packing.

All matter should be securely wrapped so as to bear transmission without breaking or injuring mail bags, their contents or the person handling them. Many articles are damaged in the mails for the reason that they are not properly wrapped to withstand the necessary handling.

Butter, lard and perishable articles, such as fish, fresh meats, vegetables, fruits, berries, and articles of a similar nature which decay quickly, when so packed or wrapped as to prevent damage to other mail, will be accepted for local delivery, either at the office of mailing or on any rural route starting therefrom. When enclosed in an inner cover and a strong outer cover of wood, metal, heavy corrugated pasteboard, or other suitable material, and wrapped so that nothing can escape from the package, they will be accepted for mailing to all offices to which in the ordinary course of mail they can be sent without spoiling.

Perishable ar-
ticles.

How to wrap
them.

Butter, dressed fowls, vegetables, fruits and other perishable articles in parcels weighing more than 20 pounds will be accepted for mailing to offices in the first or second zones when suitably wrapped or inclosed and packed in crates, boxes, or other suitable containers having tight bottoms to prevent the escape of anything from the package, and so constructed as properly to protect the contents. All such parcels to be transported outside of mail bags.

NOTE: Boxes with lids nailed or screwed may be used, provided the lids can be readily removed with a chisel or screw-driver for examination of contents.

Nails or
Screws.

Articles not accepted for delivery.

Articles likely to spoil within the time reasonably required for transportation and delivery will not be accepted for delivery.

Perishable shipments.

Perishable shipments should be despatched in such manner as to avoid the least possible delay and plainly endorsed with the word "Perishable" by means of a paster label.

Eggs for local delivery.

Eggs will be accepted for local delivery when so packed in a basket or other container as to prevent damage to other mail.

How to wrap eggs.

Eggs will be accepted for mailing regardless of distance, when each egg is separately wrapped and surrounded with excelsior, cotton, or other suitable material, and packed in a strong container made of double-faced corrugated pasteboard, metal, wood or other suitable material and wrapped so that nothing can escape from the package. All such parcels shall be marked "EGGS."

Packages weighing more than 20 pounds

Eggs in parcels weighing more than 20 pounds will be accepted for mailing to offices in the first and second zones when packed in crates, boxes, baskets, or other containers having tight bottoms to prevent the escape of anything from the package and so constructed as properly to protect the contents. Such packages to be marked "EGGS—THIS SIDE UP," and to be transported outside of mail bags.

All other articles should be plainly marked "PERISHABLE."

Special delivery.

By affixing a special-delivery stamp, 10 cents each, in addition to the regular postage, special delivery service may be obtained to secure prompt handling and delivery, especially on parcels mailed or arriving too late for the last carrier delivery.

Approval of local postmaster.

Farmers intending to ship farm products in considerable quantities should submit to the postmaster at their local postoffice, for approval, a specimen parcel showing the manner of packing.

Dimensions of packages.

When properly prepared, parcels must not exceed the dimensions of seventy-two (72) inches in length and girth combined. In measuring a parcel the greatest distance in a straight line between the ends (but not around the parcel) is taken as its length, while the distance around the parcel at its thickest part is taken as its girth.

How Addressed

Address on packages.

All parcels, regardless of contents, to be shipped by United States Parcel Post must bear the name and complete address of the sender, preceded by the word "From" which should be placed in the upper left hand

corner. The name of the person to whom the parcel is sent should be written plainly with ink near the center and on the same side of the parcel bearing the address of the sender. Do not use tags for this purpose: they are apt to become detached.

Permissible Inclosures.

There may be enclosed with fourth class matter a written or printed invoice showing the name and address of the sender and of the addressee; the names and quantities of articles enclosed, together with inscriptions indicating "for purpose of description" the price, style, stock number, size, and quality of the articles; the order or file number, date of order, and date and manner of shipment; and the initials or name of the salesman, or the person by whom the articles were packed and checked.

Invoices.

Description.

Inscriptions, such as "Merry Christmas," "With best wishes," "Do not open until Christmas," or words to that effect, may be written on parcel post mail, or on a card inclosed therewith.

Inscriptions.

Communications Attached to Parcels.

When it is desired to send a communication which is not a permissible enclosure with a parcel on which postage at the fourth class rate has been fully prepaid, the communication may be placed in an envelope fully prepaid at the first class rate and addressed to correspond with the address on the parcel and then be tied to or otherwise securely attached to the outside of the parcel in such manner as to prevent its separation therefrom and not to interfere with the address on the parcel. The stamps to cover the postage on the parcel must be affixed to the wrapper of the parcel, and those to pay the postage on the communication must be affixed to the envelope of the communication. Parcels to which such communications are attached are treated as fourth class matter. Only one special delivery fee is required on such parcels sent as special delivery matter.

How to attach.

Where to affix stamps.

Rates of Postage.

The rate of postage on parcels addressed for delivery in the first and second zones is five (5) cents for the first pound and one (1) cent for each additional pound. Limit of weight, fifty (50) pounds.

1st and 2nd zones.

The rate of postage on parcels addressed for delivery in the third zone is six (6) cents for the first pound and two (2) cents for each additional pound. Limit of weight twenty (20) pounds.

Third zone.

Other zones.

Rates applicable to the local and other zones will be found in the Complete Postal Regulations further along in these pages.

Insurance.

Cost of insurance.

Parcels on which the postage is fully prepaid may be insured against loss in an amount not exceeding \$25 on a fee of five cents, and \$50 on payment of a fee of ten cents. A receipt will be furnished if desired.

Collect on Delivery Service.

Fee of 10 cents

Parcel Post matter (but no other) may be sent C. O. D. from one money order postoffice to another on payment of a fee of 10 cents in addition to the postage, both to be prepaid with stamps affixed. The amount to be collected and remitted to the sender must not exceed \$100. A C. O. D. tag furnished by the postmaster must be filled in by the sender and attached to the parcel. The C. O. D. fee also covers insurance against loss up to \$50.

PARCEL POST OR FOURTH CLASS MAIL.

Rates of Postage, Classification, Insurance and C. O. D.
Features, Wrapping, Etc.

Complete Postal Regulations.

Fourth class matter defined.

Fourth Class Matter Embraces that known as domestic parcel post mail, and includes merchandise, FARM and factory products, seeds, cuttings, bulbs, roots, scions and plants, books (including catalogues), miscellaneous printed matter weighing more than four pounds and all other mailable matter not embraced in the first, second and third classes.

Extent and Usefulness of Parcel Post.

Extent of parcel post.

The domestic parcel post offers a convenient, quick, and efficient means of transporting mailable parcels to any postoffice in the United States or its possessions. The service reaches more places than any other transportation agency. It brings producers and consumers into closer contact, thus opening the way to reducing the high cost of living. Special treatment and advantages are accorded to shipments of farm products weighing between 20 and 50 pounds. Low postage rates, based on the service rendered, are provided. The rates to nearby zones are particularly advantageous. Parcels may be insured against loss and may be sent C. O. D., and as special delivery matter.

**Rates of Postage on Fourth Class or Parcel Post Matter
To be Fully Prepaid—Unsealed.**

(a) Parcels weighing 4 ounces or less, except books, seeds, plants, etc., 1 cent for each ounce or fraction thereof, any distance. ^{4 ounces or less.}

(b) Parcels weighing 8 ounces or less containing books, seeds, cuttings, bulbs, roots, scions, and plants, 1 cent for each 2 ounces or fraction thereof, regardless of distance. ^{8 ounces or less.}

(c) Parcels weighing more than 8 ounces containing books, seeds, plants, etc., parcels of miscellaneous printed matter weighing more than 4 pounds, and all other parcels of fourth-class matter weighing more than 4 ounces are chargeable, according to distance or zone, at the pound rate shown in the following table, a fraction of a pound being considered a full pound: ^{More than 8 ounces.}

EXTENT AND RATE BY ZONES

Weight in Pounds	Local	ZONES							
		1st Up to 50 miles	2d 50 to 150 miles	3d 150 to 300 miles	4th 300 to 600 miles	5th 600 to 1,000 miles	6th 1,000 to 1,400 miles	7th 1,400 to 1,800 miles	8th Over 1,800 miles
1	\$0.05	\$0.05	\$0.05	\$0.06	\$0.07	\$0.08	\$0.09	\$0.11	\$0.12
2	.06	.06	.06	.08	.11	.14	.17	.21	.24
3	.06	.07	.07	.10	.15	.20	.25	.31	.36
4	.07	.08	.08	.12	.19	.26	.33	.41	.48
5	.07	.09	.09	.14	.23	.32	.41	.51	.60
6	.08	.10	.10	.16	.27	.38	.49	.61	.72
7	.08	.11	.11	.18	.31	.44	.57	.71	.84
8	.09	.12	.12	.20	.35	.50	.65	.81	.96
9	.09	.13	.13	.22	.39	.56	.73	.91	1.08
10	.10	.14	.14	.24	.43	.62	.81	1.01	1.20
11	.10	.15	.15	.26	.47	.68	.89	1.11	1.32
12	.11	.16	.16	.28	.51	.74	.97	1.21	1.44
13	.11	.17	.17	.30	.55	.80	1.05	1.31	1.56
14	.12	.18	.18	.32	.59	.86	1.13	1.41	1.68
15	.12	.19	.19	.34	.63	.92	1.21	1.51	1.80
16	.13	.20	.20	.36	.67	.98	1.29	1.61	1.92
17	.13	.21	.21	.38	.71	1.04	1.37	1.71	2.04
18	.14	.22	.22	.40	.75	1.10	1.45	1.81	2.16
19	.14	.23	.23	.42	.79	1.16	1.53	1.91	2.28
20	.15	.24	.24	.44	.83	1.22	1.61	2.01	2.40
21	.15	.25	.25						
22	.16	.26	.26						
23	.16	.27	.27						
24	.17	.28	.28						
25	.17	.29	.29						
26	.18	.30	.30						
27	.18	.31	.31						
28	.19	.32	.32						
29	.19	.33	.33						
30	.20	.34	.34						
31	.20	.35	.35						
32	.21	.36	.36						
33	.21	.37	.37						
34	.22	.38	.38						
35	.22	.39	.39						
36	.23	.40	.40						
37	.23	.41	.41						
38	.24	.42	.42						
39	.24	.43	.43						
40	.25	.44	.44						
41	.25	.45	.45						
42	.26	.46	.46						
43	.26	.47	.47						
44	.27	.48	.48						
45	.27	.49	.49						
46	.28	.50	.50						
47	.28	.51	.51						
48	.29	.52	.52						
49	.29	.53	.53						
50	.30	.54	.54						

ZONES—Parcel Post Guide and Maps.

— For parcel post purposes the United States is divided into equal units of area thirty minutes square. Such units form the basis of the eight postal zones. To ascertain in which zone a post office is located from the office of mailing, a parcel post guide, costing 55 cents, and map, costing 20 cents, are jointly used. The guide applies to all offices, but a separate map is required for each unit. A zone key is furnished with the guide for use in the units of area in which the 50 largest post offices are located, and makes the map for those units unnecessary. The guide and maps may be purchased by sending a money order to the Third Assistant Postmaster General, Washington, D. C. Stamps are are not accepted.

The Local Rate applies to parcels mailed under the following conditions:

- (1) At any postoffice for local delivery at such office. Application of local rate.
- (2) At any city letter carrier office, or at any point within its delivery limits, for delivery by carriers from that office.
- (3) At any postoffice from which a rural route starts, for delivery on such rural route, or when mailed at any point on a rural route starting from the same office.

Alaska, Hawaiian and Philippine Islands, Etc.

The eighth zone rate of 12 cents for each pound or fraction thereof on all parcels weighing more than 4 ounces (except books, seeds, cuttings, bulbs, roots, scions, and plants, weighing 8 ounces or less) applies (1) between the United States and the Hawaiian Islands; (2) between the United States and its postal agency at Shanghai, China; (3) between any two points in Alaska and between any point in Alaska and any other point in the United States; (4) between the United States and the Canal Zone; (5) between the United States and the Philippine Islands; (6) to, from, or between Guam, Tutuila, and Mamua and other islands of the Samoan group east of longitude 171 degrees west of Greenwich, and the United States and its other possessions; (7) between the United States and its naval vessels stationed in foreign waters. Rates to foreign ports.

Canada, Cuba, Mexico, and Republic of Panama.

The rate of 12 cents for each pound or fraction thereof also applies to fourth-class matter, including seeds, cuttings, bulbs, roots, scions, and plants (but excepting books and other printed matter on which the rate is 1 cent for each two ounces or fraction thereof in all cases) weighing more than 4 ounces and not exceeding 4 pounds 6 ounces when mailed to Canada, Mexico, Cuba, and the Republic of Panama. (Parcels weighing up to 11 pounds may be sent to Mexico and the Republic of Panama as foreign parcel post mail under the parcel post conventions with those countries.) Rates to countries adjacent to U. S.

Special Delivery Fee.

Special delivery fee is 10 cents in addition to the regular postage.

Limit of Weight

The limit of weight of fourth-class matter is 50 pounds for parcels mailed for delivery within the first and second zones, and 20 pounds for all other zones.

How to measure a parcel.

Limit of Size

Parcel post matter may not exceed 72 inches in length and girth combined. In measuring a parcel the greatest distance in a straight line between the ends (but not around the parcel) is taken as its length, while the distance around the thickest part is taken as its girth. For example, a parcel 35 inches long, 10 inches wide, and 5 inches high measures 65 inches in length and girth combined.

Name and Address of Sender.

A parcel of fourth-class matter may not be accepted for mailing unless it bears the name and address of the sender, which should be preceded by the word "From."

Further Inscriptions on Fourth-Class Mail.

There may be placed on fourth-class matter, or wrapper or cover, tag or label, any marks, numbers, names, or letters for purpose of description. There may be written on the blank leaves or cover of any book a simple manuscript dedication or inscription not in the nature of a personal correspondence. Space sufficient for a legible address, postmark, the necessary postage stamps, and any words necessary for forwarding or return, must be left on the address side of parcels.

Enclosures.

Invoice for articles sold.

There may be enclosed with fourth-class matter a written or printed invoice showing the name and address of the sender and of the addressee; the names and quantities of articles inclosed, together with inscriptions indicating, "for purpose of description," the price, style, stock number, size and quality of the articles; the order or file number, date of order, and date and manner of shipment; and the initials or name of the salesman, or of the person by whom the articles were packed or checked.

Inscriptions.

Inscriptions, such as "Merry Christmas," "With best wishes," "Do not open until Christmas," or words to that effect, may be written on fourth-class mail, or on a card inclosed therewith.

Communications Attached to Parcels

How to send a letter with a package.

When it is desired to send a communication with a parcel on which postage at the fourth-class rate has been fully prepaid the communication may be placed in an envelope fully prepaid at the first-class rate and addressed to correspond with the address on the parcel and then be tied to or otherwise securely attached to the outside of

the parcel in such manner as to prevent its separation therefrom and not to interfere with the address on the parcel. The stamps to cover the postage on the parcel must be affixed to the wrapper of the parcel, and those to pay the postage on the communication must be affixed to the envelope of the communication. Parcels to which such communications are attached are treated as fourth-class matter. Only one special delivery fee is required on such parcels sent as special delivery matter.

Public Library Books.

Public library books, otherwise mailable as parcel post matter, may bear any printed or written mark constituting a necessary inscription for the purpose of a permanent library record.

Proprietary Articles of Merchandise.

Proprietary articles of merchandise, such as harmless medical preparations, soaps, tobacco, food products, etc., put up in fixed quantities, in original sealed packages, by the manufacturer so as to allow examination of the packages in their simplest mercantile form and labeled in printing so as to show the nature of contents, quantity, and name of the manufacturer, are mailable at the fourth class rate of postage. If such sealed packages are enclosed in an outer wrapper, the latter must not be sealed.

Examination of original packages enclosed.

Meats and Meat-Food Products.

Before meats or meat-food products of cattle, sheep, swine, or goats may be accepted for mailing from one State or Territory to another State or Territory, the certificate of inspection or exemption required by section 477, Postal Laws and Regulations, must be filed with the postmaster. Such certificate must be prepared and furnished by the sender.

Certificate and inspection required.

Game.

The dead bodies of any wild animals or birds, or parts thereof, including furs, skins, plumage, etc., lawfully killed and offered for shipment, may be accepted for mailing only when the parcels are plainly marked to show the actual nature of the contents and the name and address of the sender. The dead bodies, or parts thereof, of any wild animals or birds which have been killed or offered for shipment in violation of the laws of a State, Territory, or District, are unmailable; persons sending such articles and the addressees knowingly receiving them in violation of the law being liable to a fine of not more than \$200.

Dead bodies when not in violation of state laws.

Nursery Stock

List of	Nursery stock, including all field grown florist's stock, trees, shrubs, vines, cuttings, grafts, scions, buds, fruit pits, and other seeds of fruit and ornamental trees or shrubs, and other plants and plant products for propagation, except field, vegetable, and flower seeds, bedding plants and other herbaceous plants, bulbs, and roots, may
Exceptions.	be admitted to the mails only when accompanied with a certificate from a State or Government inspector to the effect that the nursery* from which such nursery stock is shipped has been inspected within a year and found
Must have been inspected.	free from injurious insects, and the parcel containing such is plainly marked to show the nature of the contents and the name and address of the sender.

Place of Mailing

Parcels of books, seeds, and plants, weighing more than 8 ounces, and parcels of other fourth class matter weighing more than 4 ounces, must be mailed at a postoffice, branch postoffice, named, numbered or lettered station, or delivered to a rural or other carrier duly authorized to receive such matter. Smaller parcels may be deposited in letter or package boxes.

Insurance on Fourth Class Mail.

Fees and conditions.	Fourth class or domestic parcel post mail (but no other) may be insured against loss upon payment of a fee of 5 cents for value not exceeding \$25, or 10 cents for value not exceeding \$50, in addition to the postage, both to be prepaid with stamps affixed. It may be registered. Such mail may be insured at any postoffice or station thereof, or by rural carriers. The sender must fill out an insurance tag, which will be furnished him on request, to be attached to the parcel.
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Return Receipts for Insured Parcels may be obtained by endorsing the parcels "Return receipt desired."

Damaged and lost.	Indemnity for lost Insured Parcels is paid for the actual value within the limit of insurance. No indemnity is payable on account of mere partial damage. However, when an article is so damaged as to render it wholly worthless, it is regarded as lost, provided it was packed and endorsed in accordance with the postal requirements. No indemnity is paid for labor, workmanship, etc., in repairing partial damage.
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Collect on Delivery Service.

Amount of fee required.	Condition and Fee. Parcel of fourth-class or parcel post matter may be sent "C. O. D." from one money-order postoffice to another on payment of a fee of 10
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cents in addition to the postage, both to be prepaid with stamps affixed. The amount to be collected and remitted to the sender must not exceed \$100. The remittance is made by postoffice money order, the fee therefor being included in the amount collected from the addressee. A "C. O. D." tag being furnished by the postmaster must be filled in by the sender and attached to the parcel. The "C. O. D." fee also covers insurance against loss up to \$50 actual value. Fee covers insurance.

A Receipt is given to the sender of a "C. O. D." parcel at the time of mailing, but no return receipt is furnished, as the remittance shows that delivery has been made.

Examination of Contents of a "C. O. D." Parcel is not permitted until it has been receipted for and all charges paid.

Indemnity for lost "C. O. D." Parcels is paid for the actual value not to exceed \$50, under the conditions governing the payment of indemnity for lost insured parcels. Limit of indemnity.

PREPARATION AND WRAPPING OF MAIL MATTER.

Fourth class or parcel post must be so wrapped or enveloped that the contents may be examined easily by postal officials. When not so wrapped or when bearing or containing writing not authorized by law, the matter will be treated as of the first class. Examination.

Parcel post mail may be inclosed in boxes to which the lids are nailed or screwed, provided the lids can be readily removed with a chisel or screw driver for examination of contents. Nailed boxes.

All matter should be securely wrapped so as to bear transmission without breaking or injuring mail bags, their contents or the persons handling them. Many articles are damaged in the mails for the reason that they are not properly wrapped to withstand the necessary handling. How to wrap.

Parcels weighing 20 pounds or under are generally carried inside mail bags with other mail; those weighing over 20 pounds are usually carried outside mail bags. They should be wrapped with that understanding.

Parcels improperly or insufficiently wrapped will not be accepted for transmission in the mails. Improperly wrapped.

Umbrellas, canes, golf sticks, and similar articles must be reinforced by strips of wood or otherwise sufficiently wrapped to withstand handling and transportation. Umbrellas, canes, etc.

Hats must be packed in strong boxes; if in ordinary pasteboard hat boxes, they must be properly crated. Hats.

Cutflowers.	Cut flowers, candies, etc., should be inclosed in strong and suitable boxes.
Machinery.	Stove castings and pieces of machinery should be protected with excelsior or similar material and wrapped in cloth or strong paper or be properly boxed or crated.
Hides and pelts.	Mailable hides or pelts must be thoroughly wrapped to prevent the escape of grease.
Harmful articles.	Harmful Articles not absolutely excluded from the mails, but which, from their form and nature, might, unless properly secured, destroy, deface, or otherwise damage the contents of the mail bag, or harm the person of anyone engaged in the postal service, may be transmitted in the mails only when packed in accordance with the postal regulations.
Edged tools.	Sharp-pointed or sharp-edged instruments or tools must have their points and edges protected so that they cannot cut through their covering, and be thoroughly wrapped.
Dry substances.	Powders and all pulverized dry substances must be so wrapped that none of the contents of the package will sift out.
Pastes, etc.	Pastes, salves, etc., not easily liquefiable must be inclosed in water tight containers and placed in strong boxes and securely wrapped.
How to enclose liquids.	Liquids —Admissible liquids in packages not exceeding the limit of weight of fourth-class matter will be accepted for mailing when intended for delivery at the office of mailing or on a rural route starting therefrom, when inclosed in a glass or metal container securely inclosed and heavily wrapped, provided it is not necessary to transport them over steam or electric railways.
Conditions for mailing liquids.	Admissible Liquids and Oils, Pastes, Salves, or other articles easily liquefiable, will be accepted for mailing, regardless of distance, when they conform to the following conditions:
	(a) When in strong glass bottles holding 4 ounces or less, the total quantity sent in one parcel shall not exceed 24 ounces, liquid measure.
How to wrap the whole parcel.	Each bottle shall be wrapped in paper or other absorbent substance and then all placed in a box made of cardboard or other suitable material and packed in a container made of double faced corrugated pasteboard of good quality. The corners of the container must fit tightly and be reinforced with tape so as to prevent the escape of any liquid if the contents should be broken, and the whole parcel shall be securely wrapped with strong paper and tied with twine. Single bottles of liquid holding 4 ounces or less may also be packed as prescribed in the following paragraphs (b) and (c):

(b) **When in glass bottles holding more than 4 ounces,** the total quantity sent in one parcel shall not exceed 16 ounces liquid measure. The bottle must be very strong and must be inclosed in a block or tube of metal, wood, papier-mache or similar material; and there must be provided between the bottle and the block or tube a cushion of cotton, felt, or other absorbent. The block or tube, if of wood or papier-mache, must be at least one-eighth of an inch thick for bottles holding 8 ounces or less, and at least three-sixteenths of an inch thick for bottles holding more than 8 ounces. The block or tube must be rendered watertight by an application on the inside of paraffin or other suitable substance and must be closed by a screw top cover with sufficient screw threads to require at least one and one-half complete turns before it will come off. The cover must be provided with a washer, so that no liquid could ascape if the bottle should be broken. Any number of bottles separately packed as herein prescribed may be included in a single package if the limit of weight and size for fourth class matter be not exceeded.

Quantity that may be sent.

How they must be put up.

(c) **Bottles containing liquid** may also be packed in strong and tight receptacles of wood, metal or water-proof corrugated pasteboard. Space must be left all all around the bottle, which must be filled with bran, sawdust, or other absorbent material in sufficient quantity to absorb all the liquid if the bottle should get broken.

Other ways of packing.

(d) **When in a metal container,** the weight limit for the parcel is the same as for other fourth class matter. The container must be securely sealed and inclosed in a strong box.

Metal container.

(e) When in parcels weighing more than 20 pounds, mailable liquids in securely sealed glass bottles or metal cans will be accepted for mailing to offices in the first and second zones when packed in strong boxes and surrounded with sawdust or other suitable substances to protect the contents from breakage. All such packages to be marked "FRAGILE—THIS SIDE UP," or with similar inscriptions, and to be transported outside of mail bags.

Liquids in larger quantities.

All packages containing liquid must be marked "FRAGILE."

Articles easily broken must be securely wrapped for safe transmission. Among such articles are amber, cakes, candies, chalk, china, combs, clocks, delicate mechanisms, fans, flowers, fountain pens, hats, instruments of precision, millinery, musical instruments, pipes, plaster-of-paris articles, plumes, pottery, porcelain, phono-

Wrapping fragile articles.

graphs and phonograph records, test tubes, typewriters, watches, wax articles, etc.

Must be securely packed.

Glass, crockery, fragile toys, and other fragile articles must be so packed as to prevent the escape of particles or pieces from the packages if broken in transit.

Cigars should be packed in a manner to prevent damage by shock or jar.

How to wrap maps, drawings, etc.

Maps, drawings, paintings, etc., must be suitably protected with stout material to prevent damage. When not flat, they should be rolled around a stout stick and carefully wrapped or inclosed in a strong pasteboard tube.

All such articles should be marked "FRAGILE."

Eggs will be accepted for local delivery when so packed in a basket or other container as to prevent damage to other mail.

How to pack eggs.

Eggs will be accepted for mailing regardless of distance, when each egg is separately wrapped and surrounded with excelsior, cotton, or other suitable material and packed in a strong container made of double-faced corrugated pasteboard, metal, wood, or other suitable material, and wrapped so that nothing can escape from the package. All such parcels should be labeled "EGGS."

How to mark boxes.

Eggs in parcels weighing more than 20 pounds will be accepted for mailing to offices in the first and second zones when packed in crates, boxes, baskets, or other containers having tight bottoms to prevent the escape of anything from the packages and so constructed as properly to protect the contents; such packages to be marked "EGGS—THIS SIDE UP," and to be transported outside of mail bags.

How to send perishable articles.

Parcels containing perishable articles shall be marked "PERISHABLE." It is advisable that such parcels be sent as special-delivery matter by affixing stamps for the special delivery fee in addition to the regular postage, thus expediting their delivery. Articles likely to spoil within the time reasonably required for transportation and delivery shall not be accepted for mailing.

How to pack perishable articles.

Butter, lard, and perishable articles, such as fish, fresh meats, dressed fowls, vegetables, fruits, berries and articles of a similar nature which decay quickly, when so packed or wrapped as to prevent damage to other mail, will be accepted for local delivery, either at the office of mailing or on any rural route starting therefrom. When inclosed in an inner cover and a strong outer cover of wood, metal, heavy corrugated pasteboard, or other suitable material, and wrapped so that nothing

can escape from the package, they will be accepted for mailing to all offices to which in the ordinary course of mail they can be sent without spoiling.

Butter, dressed fowls, vegetables, fruits, and other perishable articles in parcels weighing more than 20 pounds will be accepted for mailing to offices in the first and second zones when suitably wrapped or enclosed and packed in crates, boxes, or other suitable containers having tight bottoms to prevent the escape of any thing from the package, and so protected as to properly protect the contents; all such parcels to be transported outside of mail bags.

Above twenty lbs. accepted for first two zones.

Vegetables and fruits which do not decay quickly will be accepted for mailing to any zone if packed so as to prevent damage to other mail.

Vegetables and fruits.

Forwarding and Return.—A new prepayment of postage at the rate applicable between the forwarding office and the one to which fourth class matter is to be forwarded, must be made by the addressee or by someone for him each time it is forwarded. A new prepayment must likewise be made before undeliverable fourth-class matter may be returned to the sender.

Fee for forwarding a package.

Requests for further information should be addressed as follows: Third Assistant Postmaster General, Division of Classification, relative to the classification and admissibility of matter as parcel post mail, rates of postage, limit of weight and size, permissible enclosures and additions, attaching communications to the parcel, etc., and for additional copies of this circular.

Where to get further information.

To Third Assistant Postmaster General, Division of Registered Mails, relative to the insurance and "C. O. D." features.

To Second Assistant Postmaster General, Division of Railway Mail Service, relative to the admissibility to the mails and wrapping of matter which, from its form or character, would be liable to injure the mails or the person of postal employees.

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